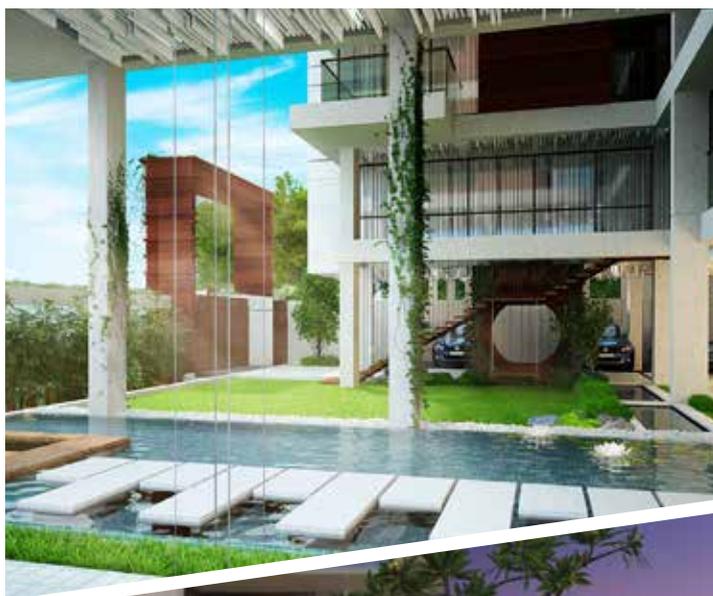


SEPTEMBER 2020

btj **Newsletter**



Wellness
Community
Towards
healthier
living

In Talk with
Sabrin Zinat Rahman
Chief Architect, Design



On this issue, we are in talk with Sabrin Zinat Rahman, one of the newest members of the bti family who is also heading the entire Design team as the Head of the Department. She gives us important details of her plan with bti's future designs and update about her team

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Please give us a short overview of the Design team.

bti's design team consists of leaders who design for the development of the land keeping the demographics and various other conditions like customers and/or families of different age and income group in consideration. The team is very hard working, intelligent and quality conscious and its priorities lie in satisfying the customer not only with design but also with comfort and homeliness.

What are your visions with bti projects in the near future?

bti is one of the most well-reputed real estate firms in Bangladesh with over 350 projects across Dhaka and Chattogram successfully designed. With Dhaka being a fast growing city, bti's strength of on time handover and ensuring quality adds to the experience of living in a home within this city. With my experience of architecture and designing for many years, I think I can give more input to further bti's projects and plans to create housing that is sustainable, made of quality materials and incomparable designs based on client's needs, and to merge nature with life by landscaping beautifully surrounding the project. I want to take bti's vision and mission forward and contribute to making home ownership a joyful experience.

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What are some of the challenges faced by the Design team?

The Design team has to constantly negotiate their creativity to merge it with both advanced and comfortable designs to keep up with what's trendy and ensure that the design overall is not a reason for the residents' unease. It is very important to align all the members of the Design team in a way so as to bring all the minds together and create productive designs, taking in everyone's input and considering all opinions. Sometimes it can be challenging to share the perspective of an Architect and his/her team members who actually make the architect's dream or design possible in reality.

What features do you prioritize when it comes to design and architecture?

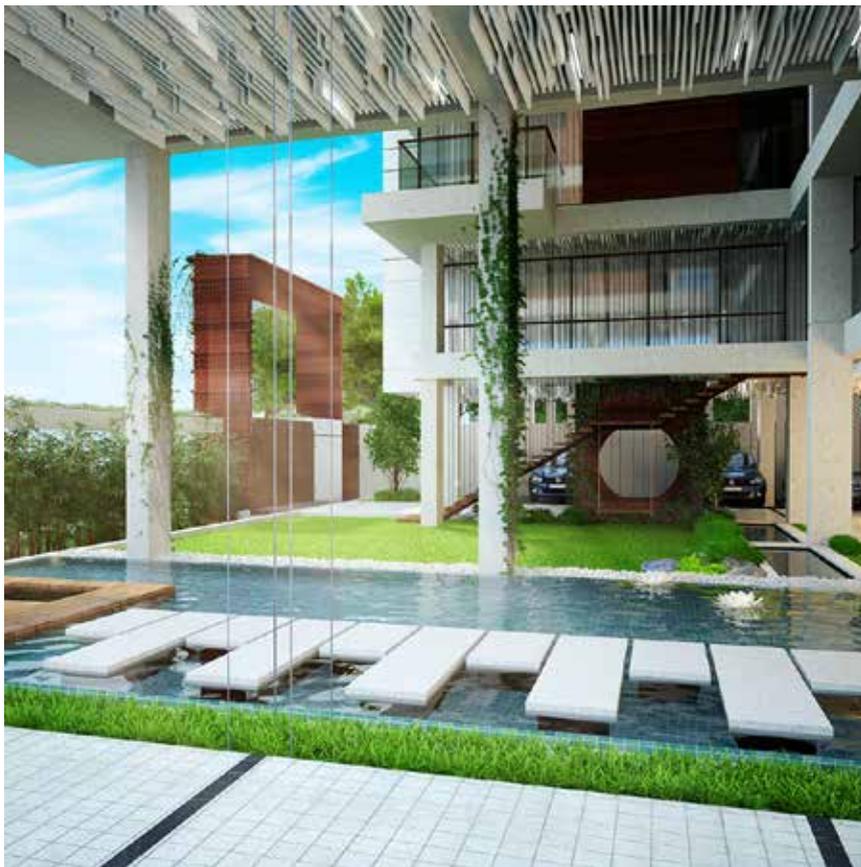
As architects and designers, we must keep in mind the climate and features of a locality including the tradition and culture of the people living there. Based on all of this, we have to design and create different kinds of spaces. Nature plays a big role in our designs to make them sturdy and sustainable, perfectly suitable for living.



Wellness Community Towards healthier living



It actually took a global pandemic for us to rethink how we had slid into the grips of sheer materialism with a lack of respect for our own lives and our environment. Whilst the global population practised self-isolation, reports from all over the world sprinkled the pandemic news with delightful tales about nature slowly making a comeback! To our amazement, we watched and heard how pollution levels decreased to an all-time low as travel bans swept across nations and the transportation sector came to a shocking halt. Many of us also realised our deep-rooted connection with nature, analysing how our lives, habits, a heavily polluted environment and constant dependence on medicines for the smallest of reasons had made us targets of low immunity and thus a target for deadly diseases.



Is there more to wellness? We think so!

As the 21st century has brought with it tremendous advances in medicine, engineering and technologies, it is time to merge these with a lifestyle that can be propagated through a community.

We have worked to incorporate nature, activity, entertainment in a healthy manner for these communities, but we are also working on how to make the home environment pollution free, such as improving air quality and also introducing home automation features so that everybody benefits. Till now, time and money were mostly invested in the home environment by decorating and designing aesthetics. We think it's time that our customers realise that the investment in improving lifestyles can significantly affect their health. We, at bti, are striving to bring that lifestyle choice to those who are looking to embrace it.

It's time to change the way we live and work and bti will help you do exactly that!

Global Wellness Institute Senior Researcher Katherine Johnston says, "We're at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation." Though words like social isolation and loneliness were never a part of our vocab as Bengalis, ironically, the pandemic has led many of us to appreciate our families, our communities, our health and well-being more than ever before, from a distance!

Thus, we, at bti, salute the immense power of adaptability of lifestyles and technology and have embarked on the journey to ensure that our homes promote a better life as the new normal for our customers.

Homes That Can Make You Live Longer And Happier

What if there was a possibility that the very home you live in could provide you additional health benefits and immunity in the long run? bti has been working with this idea of bringing a change to 'how we live'. The idea is to ensure that our customers who do not necessarily belong to the luxury sector, can also avail luxuries that promote health and wellness. As such, we are introducing 'bti WELLNESS COMMUNITIES' in Dhaka where anyone looking to invest in a home not only gets an apartment to live in, but also a wellness concept. This wellness concept is designed to teach and sustain a healthy lifestyle, connecting families to nature, social activities, and the larger community in a safer and healthier way to promote immunity, positivity, and happiness.

What do these 'bti Wellness Community Homes' offer?

Vegetation is hardly visible in Dhaka as we have neglected urban

agriculture completely. Distance from nature coupled with various physical and psychological stress factors have caused urban dwellers to be unhappy. Since most of our time and money is invested in the home environment, it can significantly affect our health outcomes. Therefore the challenge for us is to ensure homes are designed to actively fuse health, nature, technology and science. The community would have undisturbed patches of greenery, open space for socializing, homes that offer cleanliness amenities, so that the dwellers can live pollution and stress-free, and as a bonus, mingle with everyone else.

The bti wellness community homes focus on green spaces dedicated for outdoor meditation, landscaped and punctuated with high class activity and entertainment zones. The lifestyle changes for children as well as parents are vital; hence though the international standard equipped gyms will be a great place for many to work out; the yoga studio, exercise classes, health club and swimming pools coupled with lifestyle coaches will be a fantastic wellness feature!

Though homes today may not be ideal for entertainment due to the pandemic, being with family and friends to maintain the strength of a community is crucial for a positive atmosphere. The superbly landscaped rooftops and outdoor spaces with open air movie theatres, performance stages, BBQ zones, picnic and brunch spots are meant to do exactly that without having to be crammed up inside an apartment. Amphitheatres will be used to arrange open air game nights, theatres, concerts, and so much more. And in case, things get worse and you really can't risk inviting outsiders, you can sit quietly next to nature and enjoy the beautiful view from your rooftop.

Dandelion

Our Next Venture in Baridhara

IN FOCUS



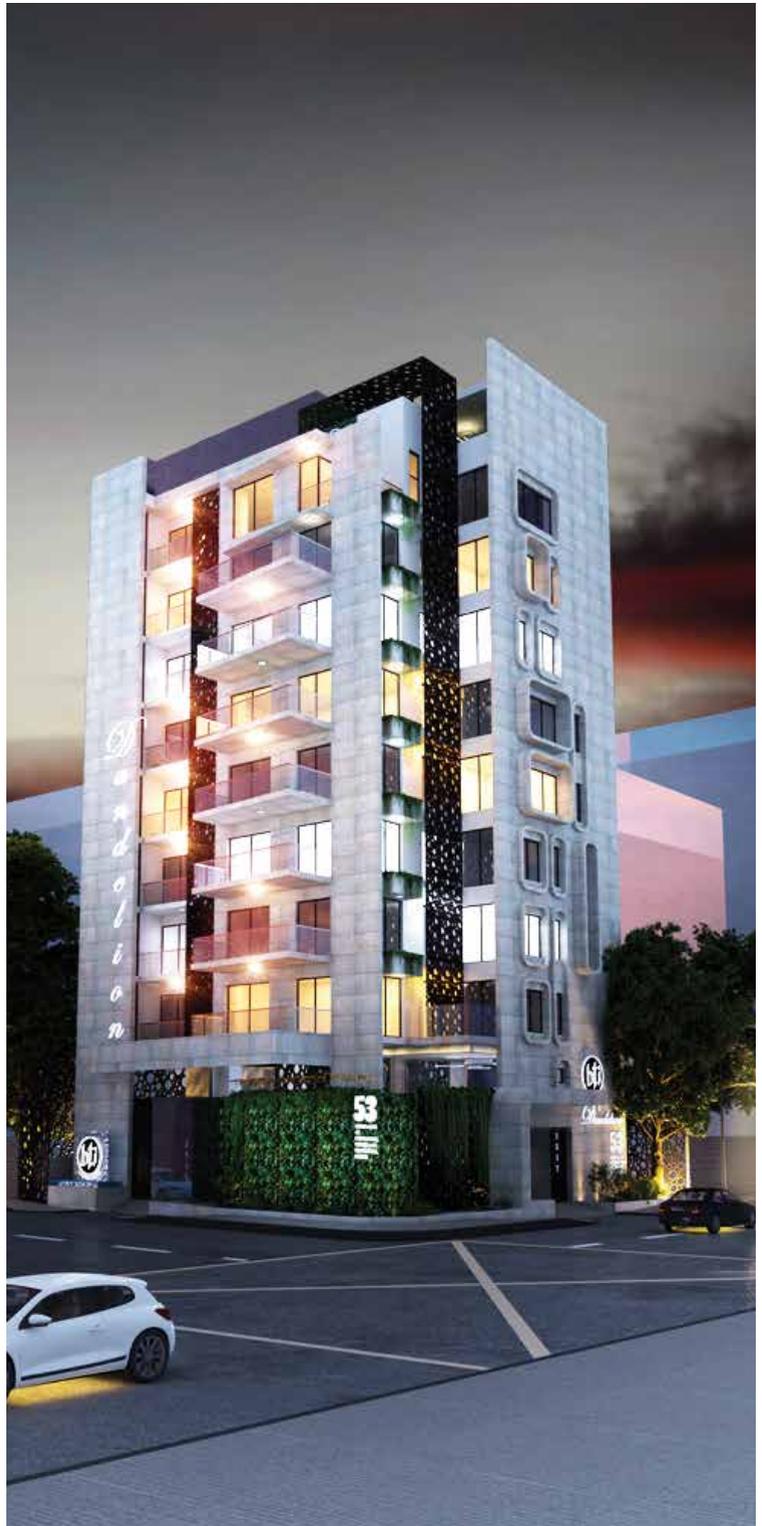
The latest addition to bti's Luxury Collection, Dandelion is located on a corner plot of Park Road, a diplomatic, well-secured zone that offers unparalleled luxurious features! The location is convenient thanks to its close proximity to other amenities in Baridhara, Gulshan, Banani, and Bashundhara. International schools and reputed universities such as IUB, NSU, and AIUB are also close by. If you are worried about your health you can rest assured, as United Hospital is just a few minutes away! Indulge into various kinds of cuisines, thanks to the diverse number of top class restaurants available in Baridhara, such as The Midori, The Atrium, and Curry Leaf.

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Apart from these amazing facilities, the stylish project itself will surely wow you. Stunning entrance, gorgeous design, and innovative home automation features will make your home owning experience a true luxury indeed. In the 2948 square feet space, you will get motion sensor lights. Every door has fingerprint lock access. You can use remote control for all lights and fans in your home, and for further convenience, there are master switches in all bedrooms. In case of emergencies, a panic button and gas leak detector are available. Through the full height windows of your bedroom, you can enjoy great views of the sun rising in the east. Baridhara Lake and Baridhara Park further add to the beauty of the scene. Meet and greet with your friends and neighbors at the lavish yet cozy fully furnished lounge, or work from home with your laptop and a nice cup of coffee here. Each floor is designated for only one unit, which gives you adequate privacy and personal space.

While each unit contains 4 bedrooms, the 9th floor is special. Its penthouse design comes with 3 bedrooms and a private mini terrace, along with a gorgeous living room floating on a wooden tiled deck! You can add koi or goldfish into the water, or water plants for a more natural vibe! A perfectly landscaped rooftop is available for you to hold the most sizzling BBQ parties.

This is a life that you cannot miss out on. With its perfect opulence, The Dandelion offers you simply the best and the most luxurious amenities all under one roof. Living here would make your home owning experience both comfortable and happy.





Upcoming Projects

Pacifica

A Humble Abode In A Bustling Town

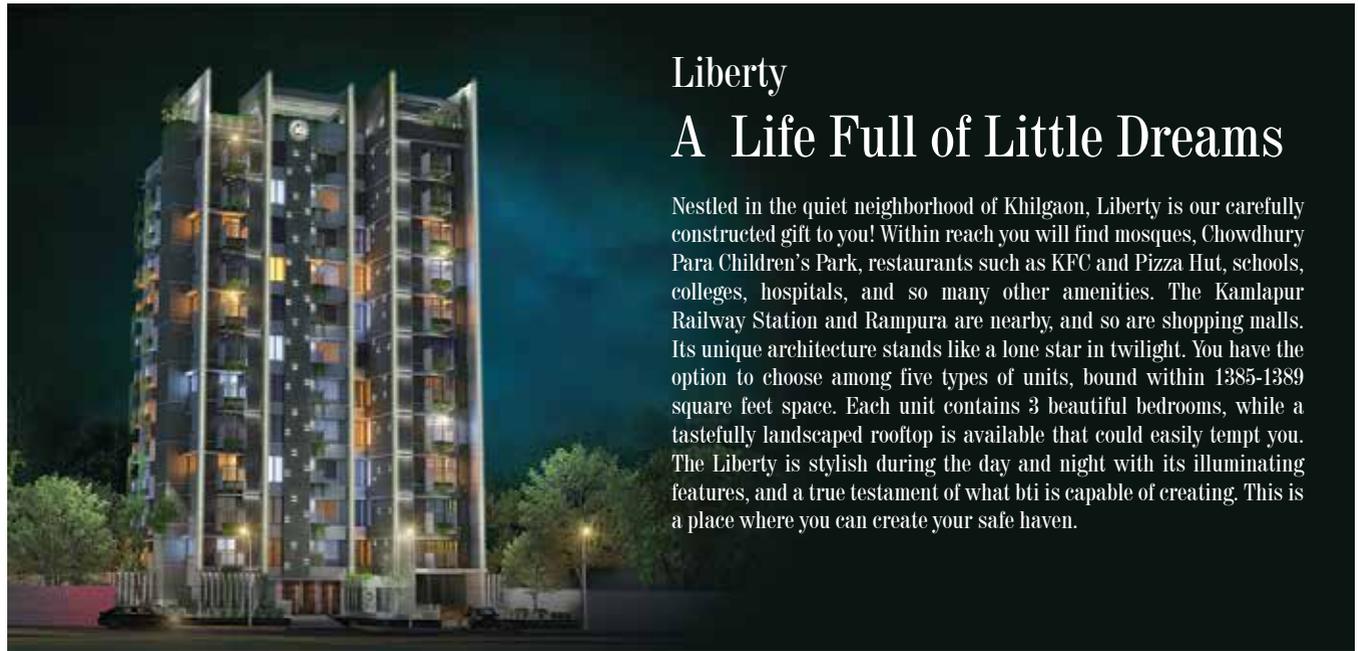
Pacifica in Uttara sector-3 is a true blend of location advantage and vast number of amenities. You can get easy access to The Aga Khan School, Scholastica, Mastermind, Uttara Modern Hospital, a handful of banks, pharmacies, and restaurants a few minutes away. For commuters and shoppers, another blessing is that the Rajlaxmi Shopping complex, Aarong, and House Building bus stop is within reach. The Sector-3 playground is also close by, offering you and your little one a chance to play in an open green field in a bustling city like Dhaka. The 13-storied building offers a staggering 2965 square feet of space per unit per floor, each containing 4 beautiful bedrooms and lovely bathrooms. Each family can avail 2 parking spots, supported by reliable car lift technology! The landscaped rooftop is an epitome of sophistication, where you can cherish your organic garden. Pacifica gives you a stylish home beyond your wildest dreams, that you will begin to love and appreciate.

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Rosarium

Where Your Dreams Can Fully Bloom!

Yes, Rosarium is a beautiful addition to our already lovely Classic Collection. Apart from the stunning looks, its well connectivity to Rampura, Mouchak, Khilgaon, Shantinagar, Mogbazar, various schools, diagnostic centers, hospitals, shopping malls, and pharmacies means that your life will have plenty of convenience and ease. Each floor sustains three units, giving you a choice between 1287 to 1483 square feet space, according to your needs. With a common community hall and beautiful rooftop, you can socialize with your loved ones and neighbors in style. The 3 spacious bedrooms in each apartment is designed to intertwine functionality and aesthetics together for your comfort. Rosarium is a charming home, waiting with open arms for its residents. Build loving relationships and a great life right here in Rosarium.



Liberty

A Life Full of Little Dreams

Nestled in the quiet neighborhood of Khilgaon, Liberty is our carefully constructed gift to you! Within reach you will find mosques, Chowdhury Para Children's Park, restaurants such as KFC and Pizza Hut, schools, colleges, hospitals, and so many other amenities. The Kamlapur Railway Station and Rampura are nearby, and so are shopping malls. Its unique architecture stands like a lone star in twilight. You have the option to choose among five types of units, bound within 1385-1389 square feet space. Each unit contains 3 beautiful bedrooms, while a tastefully landscaped rooftop is available that could easily tempt you. The Liberty is stylish during the day and night with its illuminating features, and a true testament of what bti is capable of creating. This is a place where you can create your safe haven.

Springdale

Blossom In Your Heart

bti's Springdale offers you affordable luxury at your fingertips! A member of the Classic Collection, it offers you an unobstructed view of openness. Each unit has space ranging from 1237 to 1423 square feet, which allows you to choose among 4 types of flats, with each type getting an open view. The rooftop comes with stylish landscaping and adequate lighting for your BBQ nights, celebration events in the Community Hall, and even a gym space to keep you fit and healthy. The 3 bedrooms, 3 bathrooms and verandahs per unit are designed to be aesthetically pleasing and properly ventilated, strategically placed so that each unit has adequate functionality. This is a home you cannot miss out on. Springdale's charms are sure to mesmerize you.



What's new with the SBUs?



bti Brokerage

bti is constantly reimagining in the real estate world and bti brokerage is no different. With newer business strategies and brilliant projects at your disposal, bti Brokerage has revived in newer ways with our same old reliability and accuracy at your disposal. Enjoy the freedom of the best and most unique homes in both upscale and exciting locations with bti Brokerage!



Building Products

bti's dedicated ways of innovating lifestyles as we know it has now extended to construction via our amazing Building Products. Tested rigorously, produced with the highest quality and customized to make them aesthetically pleasing, bti Building Products brings you Concrete blocks, Pavement tiles and Unipavers. Concrete blocks are stronger than red bricks and more durable having negligible salinity, being sound proof and preventing heating. Pavement tiles can be conveniently used in both residential and commercial complexes. Some of its uses include both indoor and outdoor surfaces namely: garden walkways etc. Pavement tiles are environmentally friendly with high rates of absorption of rain water hence leading to lesser damage. Unipavers are used as flooring materials. They are customizable according to users' preferences. Unipavers come in many varieties and they have a wide range of uses in different areas of construction.

All bti Building Products have two things in common: they are durable and a cost-effective alternate for the best construction and structures!



Interior

To make your spaces breathable and yet stylish with the sleekest designs involving no clutters, bti Interior Solutions should be your first choice. We provide aesthetic décor do add beauty to your space by taking a minimalistic approach to your decorate your rooms will give them a wide, spacious appearance that will definitely help you relax in your bedrooms or living rooms. Your peace and comfort is our utmost priority. Your dream abode's makeover with colors, interior woodworks, or a play with light and shade, we can transform it.

What's new in the Real Estate Industry?

Matikata Road: A catalyst for urban development?

While the place is often overlooked by the residents of the city — far away from most of the hustle and bustle of the city — it has been quietly and steadily progressing along the development scale for years. Numerous real estate projects are being built all throughout the area today. So, instead of the familiar scenario of roads and infrastructure following suit after urbanization, it is homes and properties being built after the construction of the road. To be fair, the area still has a long way to go to truly become a major residential or commercial zone in Dhaka but the potential is there. And almost the entirety of this development can be somewhat attributed to the Matikata road itself and the presence of the overpass/flyover that connects Mirpur to the Airport Road, Uttara and Banani, officially dubbed as the Mirpur-Airport Road flyover. Just as residential real estate progress is following infrastructural development, commercial real estate progress is following the people to Matikata road. More affordability of real estate and great connectivity to two major portions of the city has drawn and still draws many businesses to the area.

Source: Dhaka Tribune, 24th August 2020

Long road to recovery for real estate sector

With the resumption of economic activities from June, many sectors are slowly seeing their lost business return. But not the real estate sector. "Property sales have plummeted because of anxiety over an uncertain future — no one knows what to expect in the next few months or a year, and that entails a sense of vulnerability," said Tanvir Ahmed, managing director of Sheltech Group. In these present times, high-end projects are facing more cancellations. Each cancellation order obliges the company to pay back the money that it has already spent on construction. The corona virus pandemic, which forced constructions works to halt, has also left realtors in another pickle: looming penalties for delayed handover of flats, both to landowners and buyers, as spelt out in the contracts.

Source: The Business Standard, 5th September, 2020



Demand for the building materials rising

The demand for building materials has recently started picking up after a virtually standstill due to the covid-19 pandemic. Sector insiders attributed the good sign to resumption of construction activities in the country and the almost stable prices of key materials like steel rod, cement, bricks and sand the beginning of this year mainly because of sluggish demand. People are now investing less on construction works, considering the disruptions in economic activities caused by the corona virus pandemic. The stability in materials' price has been beneficial for the business entities which were continuing their construction works despite the pandemic. The stability in materials' price has been beneficial for the business entities which were continuing their construction works despite the pandemic. Welcoming the situation, real estate sector's trade body leader Kamal Mahmud said that such stability in prices is much needed to operate their business. "Now, many construction sites have resumed as realtors need to handover the property in time," he said. "Stability in the building materials' prices is a must for any construction sector especially the real estate as many parties take part in the agreement. "He also underscored the need for framing a government policy regarding pricing of the construction materials. "Abrupt changes often jeopardize the developers not only in the private sector, but also the government sector developers"

Source: The Financial Express, 24th August, 2020

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